

Public relations strategy of Tarumajaya Village in developing promotion and local potentials

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ABSTRACT

Background: The role of the community in introducing, communicating, or promoting Tarumajaya Tourism Village to the wider community outside is vital. Community Information Group (KIM) Cerdas Tarumajaya has a strategic role in connecting local communities with tourism and developing the tourism potential of Tarumajaya Village and the visibility of Tarumajaya as a leading tourist destination.

Purpose: This study examined how KIM Cerdas Tarumajaya as public relations implemented strategies to enhance local potential and promote Tarumajaya as a leading tourist destination, and why these strategies were used. **Methods:** This study used a case study approach. **Results:** The communication and promotion of Tarumajaya tourism village cover the campaign for Tarumajaya as a whole tourist destination and a highlight for each attraction within the village, such as Situ Cisanti, Kilometre 0 Citarum, Paesan Hill, Pakawa Pine Forest, and Tawides. Every tourism site wants to be communicated and marketed simultaneously. Furthermore, the communication and promotion do not emphasise the differences between one tourist attraction and another. However, regardless of the achievement, the social media management of Tarumajaya Tourism Village is less consistent. **Conclusion:** Tarumajaya Tourism Village's communication and promotion lack concentration and consistency. **Implications:** The success of communication and promotion depends on tourism differentiation, communication messages, and the consistency of information handling.

Keywords: KIM cerdas Tarumajaya, public relations strategy, communication planning, promotion strategy, tourism village

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INTRODUCTION

Tarumajaya Village, located in the Kertasari subdistrict, was designated as one of the most economically disadvantaged villages in Bandung Regency, West Java, until the early 2000s. The village community in Bandung Regency, West Java, exhibits a comparatively low-income level and experiences geographically distant conditions, situated roughly 45 kilometers away from the city core. The town of Tarumajaya spans an area of 2700 hectares. Nevertheless, a mere 100 hectares are under residents' ownership, while the other land is under the jurisdiction of PTPN VIII, Perhutani, and private enterprises. Most villagers in Tarumajaya are employed as agricultural laborers in these industries, and around one-third of the household heads lack a residence (dwelling).

To accelerate economic growth in the villages, the government of Bandung Regency launched the Tourism Village program. The program is written in the Decree Number 556.42/Lop7-Dispapar/2011. The Tourism Village Programme is one of the Bandung Regency government's measures for increasing the Human Development Index (IPM).

Andari (2023) shows that tourism village development can run well if the regional government and the community work together to develop the villages. Meanwhile, the strategy for developing tourism villages is to identify tourism objects with high potential, optimize the development of supporting facilities and infrastructure, and invite the public and the private sector to build tourism villages together. Some of these strategies can be implemented by local governments so that the villages can develop optimally.

According to Antara & Arida (2015), the characteristics of rural areas are: (1) the ratio of land and human (man-land ratio) is large; (2) agricultural employment; (3) familiar population relations; and (4) the nature of the tradition (long-established). The roots of village culture cover togetherness, kinship, and cooperation so that rural development, as an object and tourist attraction, usually uses existing resources such as land, culture, society, and nature (Antara & Arida, 2015).

Village tourism refers to rural tourism in

which the entire village reflects the authenticity of the countryside, including social, economic, and socio-cultural life, as well as customs, architecture, or structure of the village, and typical and unique economic activities that have the potential to be developed as a component of tourism. The primary characteristics of rural tourism are authenticity, distinctiveness, regional flavour, and regional pride in people's lifestyles and quality of life. A hamlet can also become a tourist village if it fits some criteria, including tourist attractions such as nature, culture, and the most intriguing human inventions. The second consideration is the distance and travel time between the residence of potential tourists and the destination of the tourist village. The village's area and size are determined by the number of dwellings, the number of residents, and other community characteristics. The belief system and village community are important factors to consider because they are tied to the rules of the community system. The most crucial factor is the availability of infrastructure such as transportation, electricity, and clean water (Aliyah et al., 2020).

Based on these criteria, Tarumajaya village has met the criteria to become a tourism village. Tarumajaya village, Kertasari District, Bandung Regency is located at an altitude of 1.500 MASL – 1650 MASL. It is located between Mount Wahyang, Mount Malabar, Mount Rakutak, and Mount Bedil. There are seven springs – Pangsiraman, Cikoleberes, Cikawadukan, Cikahuripan, Cisadana, Cihanieung, and Cisanti – located within the four mountains. Cisanti is a reservoir that collects water from seven springs and creates a lake that spans around 5 hectares. The body of water came to be recognized as Situ Cisanti, which refers to the place at Kilometre 0 of the Citarum River. The headwaters of the Citarum River, which spans 3.3332.9 kilometers over 12 cities/districts in West Java, are located in Situ Cisanti.

Tarumajaya has a beautiful mountainous nature with cold temperatures in the temperature range of 15-20 degrees Celsius. Therefore, other potentials that can be used as tourist attractions are hot springs (Cipanas), Lodaya Kolot Cascade, and agritourism. In addition, cultural communities have traditions and cultures that can be developed into tourist attractions. In

general, Tarumajaya village can be used as a center for developing educational tourism and rural nature conservation.

The concept of village tourism, often known as village tourism, pertains to the field of tourism marketing. The marketing concept by Shimp (2014), developing the concept of a tourist village can be achieved by fulfilling one of three categories of the community's basic needs: functional needs, symbolic needs, and experiential needs. Functional requirements are the satisfaction of tourists' demands at tourist attractions, such as wanting to increase adrenaline or seek treatment to relieve exhaustion and emotional and spiritual healing. The fulfillment of symbolic needs is directed to the desires of tourists to improve themselves, to be valued as a member of a group, affiliation, and a sense of belonging. The fulfillment of this symbolic need seeks to associate the usefulness of the tourist attraction with the desired group, role, or self-image (Shimp, 2014). The experiential needs of consumers (tourists) are presentations of their desire for objects that can provide pleasure, diversity, and cognitive stimulation (Shimp, 2014). The concept of Attraction Development directed towards experiential needs promotes rides as something special with cognitive potential (vibrant, challenging, entertaining).

The initiation of tourism village development initiatives poses a formidable challenge for the local authority of Tarumajaya village. The Tarumajaya village government requires substantial financial resources. The subsequent task entails transforming the farmers' culture into that of tourism service providers. The village administrators need assistance from diverse sectors of society.

The village administrators of Tarumajaya require individuals with a sense of pride in their respective communities. The people of Tarumajaya village, as well as the broader population of Kertasari district, frequently assert their affiliation with the Pangalengan ethnic group. Identifying oneself as a citizen of Tarumajaya rather than Kertasari might lead to confusion and potentially indicate a lack of confidence. These residents possess a strong sense of assurance.

The successful implementation of the Tourism Village initiative necessitates the

complete endorsement and confidence of the government's populace. The successful execution of the tourism village program is contingent upon the backing and confidence of its populace. The development of tourism villages in Bandung Regency is undertaken by the government, employing a community engagement method. This phenomenon arises from the aspiration of the local community to transform their town into a tourism destination. Furthermore, to facilitate the advancement of the tourism villages, the government also enhances the calibre of road infrastructure linking the diverse tourist villages.

The tourism village program can start by managing and preserving the environment and inviting the community to have pride in their own village. Therefore, the government needs a bridge of communication between the government and the citizens and vice versa. The communication bridge can take the form of village public relations.

The village administration lacks a structural field of public relations that facilitate communication between government officials and their constituents. KIM manages public relations at the village administration level. Referring to the regulation of the Minister of Communication and Information, number: 08/Per/M/Kominfo/6/2010 on guidelines for the Development and Empowerment of Social Communication institutions, KIM is formed by the community, from the community and for the community independently and creatively whose activities carry out information management and community empowerment (Purworini & Chasana, 2023). KIM aims to make it easier for people to get information from the government and from the community to the government.

KIM is a component of the Village Community Development and Empowerment Programme (PPMD), which seeks to improve community engagement in development and speed up the transmission of information and technology at the village level. KIM, as a rural-based social communication institution, plays a crucial role in information management and dissemination. KIM can be one of the components used to develop public relations functions inside village government entities.

Although KIM was formed by the

community, from the community, and for the community, in reality KIM was initiated by the village government such as the village of Tarumajaya who formed The Community Information Group (KIM) named KIM *Cerdas* Tarumajaya. The program of KIM *Cerdas* Tarumajaya is run by residents of Tarumajaya village who do not hold office in the government structure of Tarumajaya village.

KIM *Cerdas* Tarumajaya serves as Tarumajaya Village's public relations officer (PR Officer), bridging communication and information between residents and government authorities, and vice versa. The communication between the village authority and Tarumajaya people aims to generate stages for Tarumajaya's growth as a tourist community.

Tourism is one of the main forces in national development. Public Relations is an excellent means of building and maintaining the image of tourism destinations and industry in this field. It requires the implementation of excellent public relations strategies so that the image of the destination can be received attractively by potential and returning visitors. (Erby, 2023: 297).

Public relations is the management function that evaluates public attitudes, identifies policies and procedures of persons or organisations in the public interest, and implements work plans to acquire public understanding and recognition (Ardianto, 2016). Public relations initiatives will be linked to statutory and informal information policy guidelines that directly prohibit, promote, or flow certain types of information. Information policies specify what sorts of information are collected, produced, organised, stored, accessed, communicated, and maintained. This information policy will be tied to the flow of information, meaning that these messages are made, presented, and understood on a regular and ongoing basis (Pace & Faules, 2013).

The direction of information flow is the target of information that must be conveyed such as ideas, orders, criticisms, suggestions, guidance, reports, and assignments (McLeod, 2008). The audience of public relations includes communities, employees, management, suppliers, investors, distributors, consumers, governments, and mass media (Muchtar et al.,

2024). The Media is not only an intermediary but also a mediator that mediates the writer of the message with the recipient.

The government should strategically develop tourism villages to accelerate economic growth, focusing on sustainable settlements and effective communication for tourism promotion. This is crucial given the abundance of nature-based mountain tourism in Bandung Regency's southern region, such as Ciwidey, Rancabali, Cimaung, and Pangalengan. Additionally, such planning ensures a memorable and unique travel experience, which reinforces positive memories of the destination (Damayanti et al., 2022).

Tourism in Ciwidey, Rancabali, Cimaung, and Pangalengan became initially famous with unique factors of fascination as a tourist attraction: (1) ease of access, (2) tourist service facilities, (3) management of tourism potential, and (4) diversity of tourist activities (Kastolani, 2016).

The duration of travel from the capital city of Bandung Regency and the central area of Bandung to the village of Tarumajaya typically ranges from 2 to 3 hours when utilising four-wheeled vehicles. However, employing two-wheeled vehicles can potentially expedite the travel process. The way leading to Tarumajaya from Ciparay commences a meandering and ascending trajectory around the periphery of a cliff or hill upon entering Pacet District. The meandering route at several junctures becomes significantly abrupt and narrow, making it unsuitable for a large-sized tourist bus to traverse.

In addition to Situ Cisanti Kilometre 0 Citarum, which has gained recognition as a prominent tourist attraction in the Kertasari region, Tarumajaya village boasts several other tourist sites. These include Paesan Hill, Pakawa Pine Forest, and Tawides (Village Educational Tourism Park), which offer opportunities for history and cultural tourism. Situ Cisanti Kilometre 0 Citarum can be considered fully equipped in terms of tourism service facilities. Meanwhile, there are currently ongoing developments and enhancements in other destinations.

The management of tourism potential in Tarumajaya is suboptimal, but it is consistently undergoing renovation and progressive

development to enhance its performance. Furthermore, the diversity in tourist activities remains consistent, providing the allure of natural landscapes with tourist attractions that exhibit minimal variation across different destinations in Tarumajaya.

The lack of situations above, the Government of Tarumajaya village has hindered their efforts to pursue further development. Conversely, rural tourism has begun to attract travelers. The primary objective of KIM *Cerdas* Tarumajaya is to effectively disseminate information, facilitate communication, and promote the Tarumajaya Tourism Village, while concurrently addressing its ongoing areas of improvement.

Roufs (2023) suggested that there is a lack of facilities and infrastructure in tourism villages such as parking space, rubbish bins, promotion systems, cooperation with regional government and central government, lack of village government providing guidance and training in village development, and the lack of opportunities for local communities to market their work, leads to the slow development of village tourism.

The role of the community in introducing, communicating, or promoting Tarumajaya Tourism Village to the wider community outside the village is vital. Village officials, especially the people of Tarumajaya, should be public relations officers for their village. KIM *Cerdas* Tarumajaya has a strategic role in public relations in connecting local communities with tourism, the tourism potential of Tarumajaya Village, and the need to increase the promotion and visibility of Tarumajaya as a leading tourist destination.

The basic step to take lies in public relations by building media and social media. Other steps include determining the objectives of tourism development, determining the current tourism situation, determining assistance and obstacles, and developing a series of tourism attraction activities that can provide more insight into Tarumajaya Village to attract potential tourists (Bharoto, 2018: 273-274). Therefore, this study examines the public relations strategy of KIM Smart Tarumajaya as the public relations of Tarumajaya Village in developing local potential and promoting Tarumajaya as a leading tourist destination.

RESEARCH METHOD

The current research used a case study approach to understand the object under study. A case study aims specifically to explain and understand the object it examines. Besides describing the objects of the study, this study also explains how it exists and why the case occurs (Robert K. Yin, 2011). In other words, a case study does not only answer research questions about 'what' but also 'how' and 'why'. Meanwhile, other research strategies or methods tend to answer the questions of who, what, where, how many, and how much.

A case study is a research technique that investigates a single instance in depth, detail, and breadth. Individual case studies are prevalent among anthropologists, sociologists, and social psychologists. This study examines and traces many factors, including potential links between existing variables. A case study might result in explanatory remarks. However, the result cannot be interpreted as a generalisation (Ardianto, 2016).

The current study involved the following research steps: (1) Case Selection, KIM *Cerdas* Tarumajaya serves as a village public relations officer, communicating and informing the community about Tarumajaya village government programmes, as well as a conduit for communication and information between Tarumajaya people and the village administration. One of the Tarumajaya government's programmes is the creation of tourism villages to help accelerate village economic growth. KIM *Cerdas* Tarumajaya must implement a public relations campaign to market Tarumajaya as a tourism destination. (2) Data was collected by direct observation in the Tarumajaya Village office or in the field where KIM *Cerdas* Tarumajaya undertakes operations. In addition, it examined KIM *Cerdas* Tarumajaya's actions through the mediums used, especially social media. Interviews were given with informants or resource persons (Bungin, 2010).

As a result, the major speakers were coordinator KIM *Cerdas* Tarumajaya, Uus Kusmana, and village head Tarumajaya, Ahmad Ihsan. Interviews were held with government officials, institutions, bodies, and Tarumajaya

Village people. Documentation analysis was performed on the outcomes of observations, interviews, and literature research to identify potential data inadequacies and anticipate them. (3) Data analysis began after the data was acquired by aggregating, organising, and categorising it into manageable components. Data analysis occurred when the researcher was in the field, during data collecting, and after all data had been gathered or after the field was completed. (4) Refinement: even though all the data had been collected, the improvement or reinforcement of new data on the categories that had been found was still carried out. (5) Report writing aimed to immerse the reader in the context of the case.

The main data sources for this research include informants associated with the research subjects, specifically the Coordinator of KIM *Cerdas* Tarumajaya, Uus Kusmana, and the head of the Tarumajaya village, Ahmad Ihsan, along with individuals who are thought to possess knowledge and comprehension of the operations of KIM *Cerdas* Tarumajaya. Secondary data encompasses many forms of information, such as documents, archives, records, images, films, and official reports pertaining to the operations of KIM *Cerdas* Tarumajaya, which are relevant to the present research. The validation of data is achieved by the utilization of triangulation procedures, which involve the collection of data using many methods and approaches to ensure that the received information is comprehensive and aligned with the anticipated outcomes (Moleong, 2009).

This study investigated the planning and implementation tactics employed by KIM *Cerdas* Tarumajaya, a public relations agency in Tarumajaya village, to enhance local potential and position as a prominent tourism spot. Additionally, it seeks to explore the rationale behind the utilisation of these strategies.

RESULTS AND DISCUSSION

The local authority of Tarumajaya Village, located in the Kertasari District of Bandung Regency, acknowledges the prevalent tendency among residents to identify themselves as residents of Pangalengan rather than Kertasari.

Their decision as the residents of Pangalengan instead of Kertasari does not imply a lack of pride in the village's inhabitants. However, they express uncertainty regarding the awareness of the Kertasari region among individuals residing outside the area. According to Google Maps, Situ Cisanti is situated in the Pangalengan District.

The aforementioned reality poses a detriment to Tarumajaya Village's ongoing efforts to develop and construct a tourism village. The dissemination of inaccurate information may lead prospective tourists interested in visiting Situ Cisanti to prioritize Pangalengan, a region that already boasts numerous tourist attractions. Ahmad Iksan, the village leader of Tarumajaya, reached out to Google to have Situ Cisanti situated in the Kertasari region, specifically within Tarumajaya Village. Situ Cisanti has successfully appeared in the GMap application and is located in the Tarumajaya Village, Kertasari because of the smart efforts of the village head of Tarumajaya.

An additional challenge in the development of a tourism village is the transformation of farmers' culture (Muryanti, 2023) into that of tourism service providers. The cultural transformation under consideration does not pertain to the conversion of land. The agricultural area inside Tarumajaya Village continues to be utilized for agricultural purposes. Farmers, who typically engage in land-based activities such as cultivation and harvesting, are now required to possess the ability to speak and interact with visitors or tourists.

However, according to Astuti (2021), the development of tourism villages should use the 'saga' strategy. Placing this village as a place of protection for values, uniqueness or other resources that are in danger of loss due to environmental changes. Therefore, it needs to be addressed by creating uniqueness based on existing local resources, namely unspoiled natural beauty, local culture and history without destroying or selling the contents. Apart from that, it is also able to open up employment opportunities for the community, especially for those who return to the village due to the lack of opportunities to work outside.

Therefore, the establishment of tourism villages encompasses not only the funding of

physical infrastructure but also the cultivation of human resources capable of upholding cleanliness, preserving natural beauty and authenticity, promoting tourism, welcoming tourists, and providing service to enhance the community economy (Tahir et al., 2023).

The successful transformation of Tarumajaya into a tourism village necessitates the active involvement and collaboration of the local government and the community. The local administration encounters challenges in establishing direct communication channels with the community (Setiawan & Padmaningrum, 2020) due to constraints in personnel, service, and administrative responsibilities.

KIM plays a crucial role in facilitating effective communication between the village authority and the community. The village head of Tarumajaya, Ahmad Iksan, promptly allocated a budget to KIM *Cerdas* Tarumajaya, recognising the potential benefits for both the village authority and its citizens.

Tarumajaya village has emerged as the most impoverished hamlet in Bandung regency, evident by the elevated employment rate among the youth. KIM *Cerdas* Tarumajaya consistently offers a range of training programs, with a particular focus on entrepreneurship training, to the local community. Gradually, the trainings conducted by KIM *Cerdas* Tarumajaya, with complete backing from the Tarumajaya local authority, leads to a reduction in the youth unemployment rate. Unemployed adolescents generate income and establish employment opportunities.

The village head states that KIM *Cerdas* Tarumajaya not only shares information but also boosts economic development and job opportunities. Ahmad Iksan, Tarumajaya Village head, acknowledges KIM *Cerdas* Tarumajaya's success and its significant contributions to the village. Their collaboration has brought Tarumajaya to a pilot tourism destination, identified by Komariah (2018) as a village with potential for tourism development. Community involvement is the key, with young residents employed in the tourism sector and managing attractions (Sjafirah et al., 2024).

KIM *Cerdas* Tarumajaya is widely regarded as a highly powerful entity, indicating the presence of individuals who have enhanced their

skills and intellectual capacities. KIM *Cerdas* Tarumajaya serves as a reliable source of factual information, facilitating active and effective communication among village communities. KIM *Cerdas* Tarumajaya is highly proficient in the function as an information clarifier, which ensures that the public remains unaffected by deceptive schemes and does not fall prey to them.

KIM *Cerdas* Tarumajaya has been granted either regional or national recognition. During the KIMFest 2023 event, KIM *Cerdas* Tarumajaya presented his personal coffee production and also exhibited movies highlighting the efforts of KIM members in educational initiatives aimed at enhancing the economic conditions of Tarumajaya Village. In the KIMFest 2023 event, presented by the Ministry of Communication and Information in Surabaya, KIM *Cerdas* Tarumajaya came as the victor in both the favorite KIM category and the best KIM category in agriculture (plantation/agricultural/animal husbandry), representing the region of West Java.

KIM *Cerdas* Tarumajaya has achieved success by effectively integrating environmental conservation with commercial activity, specifically through the management and selling of coffee. Furthermore, the Smart Tarumajaya KIM successfully transformed Tarumajaya into a digital community. KIM *Cerdas* Tarumajaya serves as a platform for disseminating knowledge and has also contributed to the betterment of the residents of Tarumajaya.

KIM *Cerdas* Tarumajaya was recognized by the KIMFest 2023 jury for its exceptional performance in empowering the residents of the village. KIM *Cerdas* Tarumajaya achieved this by effectively disseminating accurate and positive information. KIM *Cerdas* Tarumajaya imparts knowledge to young individuals in the village about the cultivation and processing of coffee beans. This enables them to produce coffee with a rich taste and significant commercial worth.

Due to the unwavering determination of the village government, in collaboration with KIM *Cerdas* Tarumajaya, Tarumajaya village gained significant recognition, particularly among the residents of Bandung Regency, through the transmission of information and promotional

initiatives.

In Tarumajaya Village, KIM Cerdas Tarumajaya assumes the position of Public Relations Officer, facilitating the exchange of communication and information between the residents of Tarumajaya Village and the local government officials, and vice versa. The purpose of the communication between the village authority and the citizens of Tarumajaya is to facilitate the implementation of measures to enhance the development of Tarumajaya as a preferred tourist destination.

Following the transformation of the village into a tourism destination, the approach commences with the implementation of rural environment conservation education (Rozdianda & Gultom, 2024). This initiative aims to enhance the value proposition of the village by preserving the principles, traditions, local wisdom, and culture of the Tarumajaya Village Community. Hence, the initial approach entails engaging local communities to enhance and advertise tourist sites, thereby fostering a sense of ownership and active participation in these developmental initiatives. The subsequent phase is the provision of training by KIM Cerdas Tarumajaya to the community, with a particular focus on the youth members affiliated with the Tarumajaya village youth organization.

The involvement of Karang Taruna is driven by their active engagement in Tarunan Kekarang activities, encouraging their participation and eagerness to contribute to the tourist town's development. Members undergo training in processing local resources, including coffee beans from residential coffee trees. This program showcases unique products from Tarumajaya Tourism Village, such as coffee and tea, which can be cherished by travelers as souvenirs due to their distinct flavors and commercial value such as souvenirs.

To enhance the commercial worth of Tarumajaya coffee, Ahmad Iksan, the village head, facilitated the participation of young residents in a barista training program by the administration of Bandung Regency. Tarumajaya village administration, in collaboration with Kim Cerdas Tarumajaya, developed a cafe called Jawaya Coffee after hiring a barista. The word Jawaya is derived from the acronym Jajaka Wanoja Tarumajaya. The collaboration between

Jawaya Cafe and the coffee manufacturer Sapoci, owned by BUMDes Tarumajaya Village, has gained significant recognition among officials in Bandung Regency. This partnership has resulted in extensive marketing by either offline or online markets.

KIM Cerdas Tarumajaya, in collaboration with the youth of Tarumajaya village, engages in marketing and promotional activities. The chosen approach for communication involves leveraging social media channels as a means to advertise tourist locations, disseminate narratives of visitor encounters, and organize contests or quizzes to enhance engagement. The website platform operates under the domain name kimCerdastarumajaya.net. Besides, KIM Cerdas Tarumajaya utilises Instagram Facebook Up, Instagram Facebook Up, and Facebook Facebook Up as well. The Instagram account of KIM Cerdas Tarumajaya can be found at [@kimCerdastarumajaya](https://www.instagram.com/kimCerdastarumajaya). The YouTube channel may be seen at www.youtube.com/@kimCerdastarumajaya, under the username KIM Cerdas Tarumajaya. Similarly, its Facebook account also bears the same name, Kim Cerdas Tarumajaya.

The social media platforms Facebook, Instagram, and YouTube are actively engaged in the production of multimedia material, including videos, images, and blogs, to showcase the many experiences available at tourist destinations (Agyapong & Yuan, 2022). The message disseminated through online platforms and social media is intriguing and captivating, as it delineates the distinctive allure of tourist spots in Tarumajaya Village.

Videos, photos, or blogs on platforms such as Facebook, Instagram, YouTube, or TikTok often feature influencers. Influencers have the power to shape the behavior and opinions of others, especially on social media. They typically have a large following and can endorse brands, products, or ideas to their audience. KIM Cerdas Tarumajaya's social media content mainly highlights government officials from Bandung Regency as influencers. The Vice Regent of Bandung, who is a former artist, plays a significant role in promoting Tarumajaya and its tourist attractions.

KIM Cerdas Tarumajaya employs an additional approach by actively engaging in

tourist fairs and events to broaden the network and enhance the prominence of Tarumajaya tourist Village locations. Nevertheless, the Tarumajaya village government has yet to establish partnerships with tourism stakeholders, including hotels, restaurants, and other providers of tourism services to develop appealing promotional packages. This is particularly noteworthy given that Tarumajaya Tourism Village is currently in its pilot phase as a tourism village. The lack of hotels in Tarumajaya village necessitates strong collaboration between the government and the local community to establish a suitable homestay.

The establishment and advancement of tourism destinations can be accomplished by addressing three fundamental kinds of community needs: functional needs, symbolic needs, and experience needs (Shimp, 2014). Situ Cisanti kilometer 0 Citarum, located in Tarumajaya Tourism Village, has emerged as a prominent tourist destination within the Kertasari District. Additionally, it encompasses Paesan Hill, Pakawa Pine Forest, and Tawides (Village Education Tourism Park), all of which contribute to the village's heritage and cultural tourism.

Paesan Hill is a popular destination for selfie photography, offering scenic views of the four cardinal directions. The hill is bordered by mountains, plantations, and tea gardens, providing a picturesque setting. The amenities provided in Bukit Paesan are of high quality. The road is constructed using paving blocks and includes various facilities such as gazebos, bathrooms, prayer rooms, and parking spots. The Pakawa pine forest offers several natural tourism attractions, including tall pine trees with camping grounds, flying fox encounters, and other thrilling experiences.

Tawides is an educational tourism park closely partnered with the Citarum Harum nursery industry. Tourist visits are linked to consumer purchasing decisions, a key concept in marketing. In tourism, purchasing decisions involve five stages: recognizing a need, gathering information, evaluating options, making a purchase, and assessing satisfaction afterward.

The concept of needs entails the buyer's

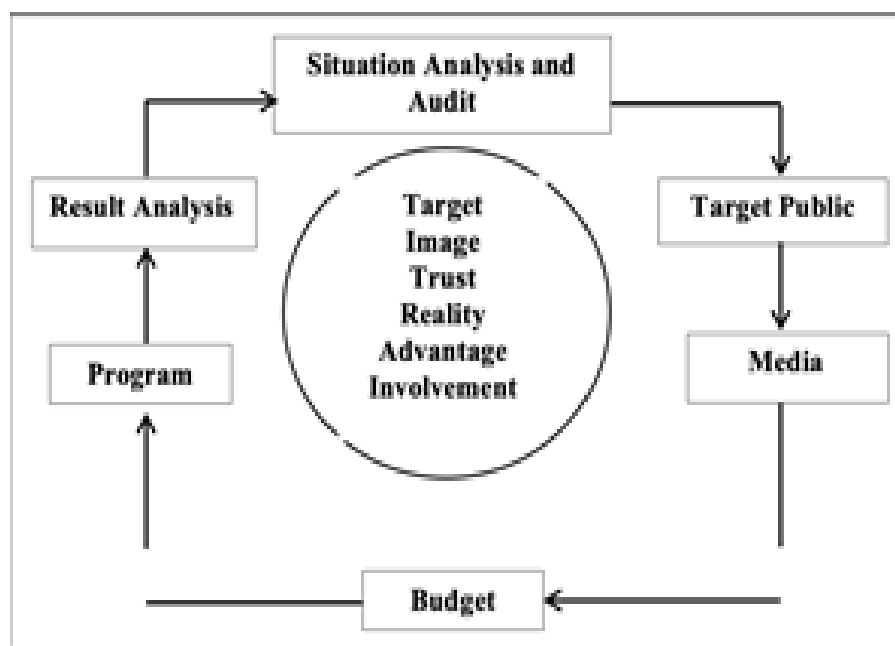
mental representation of the existing disparity and the anticipated condition of the situation (Roy, 2022). Tourists require a novel ambiance, fresh obstacles, and convenient accessibility. Typically, the selection of a tourist destination is influenced by personal experiences or information shared by individuals who have visited the destination to satisfy one of the functional, symbolic, or experiential criteria.

Based on the data gathered, prospective consumers engage in the process of identifying and assessing strategies to satisfy their requirements such as seeking the optimal choice in terms of cost, service quality, amenities, comprehensiveness, and similar factors. Subsequently, they proceed to make a purchase.

In Tarumajaya village, tourism sites have effectively met one of the three fundamental types of community requirements, specifically functional needs. The Wana Tourism in Tarumajaya village has failed to adequately address the community's symbolic and experiential needs by not providing a wide range of necessities.

Hence, it is imperative for KIM Cerdas Tarumajaya, within its capacity as the public relations agency for Tarumajaya Village, to formulate a comprehensive plan to harness the local potential and position Tarumajaya as a prominent tourist destination. KIM Cerdas Tarumajaya might employ a marketing public relations strategy, which involves the strategic design and assessment of initiatives aimed at boosting sales and attracting customers (Ruslan, 2017). Marketing Public Relations refers to the reciprocal exchange of information regarding a product or organisation. It serves as a means of transmitting information and effectively conveying organisational concepts. Its primary objective is to cultivate a sense of motivation among the target audience, encouraging them to make a purchase. The target audience of public relations marketing covers businesses, society, and consumers (Kasali, 2008).

There exist three distinct approaches that can be employed to effectively accomplish the objectives of public relations marketing strategy: (1) push strategy, referring to a deliberate approach for promoting purchases and delivering added value or satisfaction to customers who have previously used the



Source: Ruslan, 2014

Figure 1 They Cycle of Public Relations Programming and Communication Model

organization's products; (2) pull strategy, referring to the ability of public relations to employ tactics that grab attention in different ways to achieve organisational objectives and boost sales of services or goods. Pull strategy involves advertising and promotional activities; (3) pass strategy, involving the creation of a public image through activities aimed at overcoming barriers and engaging in community activities or social responsibility. This strategy also encompasses a genuine concern for issues regarding social situations (Ruslan, 2017).

The push strategy implemented by KIM Cerdas Tarumajaya can incentivize and motivate prospective tourists to visit the tourism spots in Tarumajaya village. The promotional value offered by KIM Cerdas Tarumajaya on social media is the contentment of tourists who have visited Tarumajaya Tourism Village. KIM Cerdas Tarumajaya employs a pull method to showcase the allure of each tourist location in Tarumajaya Village. KIM Cerdas Tarumajaya employs a passing strategy that involves organising art, sports, and cultural activities in tourist destinations.

Nevertheless, the technique employed by KIM Cerdas Tarumajaya has not undergone evaluation. SIVA dimensions (solution, information, value, access) can be used to assess

push, pull, and pass tactics. These dimensions are arranged sequentially, indicating the approach to resolving the problem at hand. How can I get a solution to my problem? (Solution); where can I learn more about that solution? (Information); what was my total sacrifice to get this solution? (Value), and; where can I find it? (Access).

To answer it all can use the method of program and communications of the public relations circle, as presented below Figure 1.

Situation analysis and communication audit means conducting an analysis or identification of the condition of the target market. They conduct a communication audit through research to determine the extent to which the target market views the company or product/service. Then, they go with determining the target market, which is selected based on the conditions of the company and the form of implementation of activities. Each group can be different. After that, they determine the media, consumed by the target audience. Selecting the right media will determine the success of the message. The next is establishing a budget. It is an estimate of the amount of Budget issued for all programs to be implemented. Then, they determine the program, which is the formulation of a systematic and logical form of a plan. After that, they analyze the final result, by identifying

each component or stage of planning and implementation. All plans and activities in this method are ultimately intended to obtain results within the scope of the targets.

The purpose of this public relations marketing strategy is to create brand equity (Fajri et al., 2019) which is grouped into four categories, brand awareness, brand association, perceived quality, and brand loyalty.

Brand awareness is a fundamental dimension of brand equity. Based on the audience's perspective, a brand has no equity until consumers realize the existence of the brand (Shimp, 2014). In the context of Tarumajaya village tourism, brand awareness refers to the awareness of the general public about the prospect of tourist destinations in Tarumajaya village, which is Situ Cisanti kilometer 0 Citarum, Paesan Hill, Pakawa Pine Forest, and Tawides. Achieving brand awareness is a major challenge for new brands such as Tarumajaya Tourism Village, and maintaining a high level of brand awareness is another task.

While brand image can be considered as a type of association that appears in the minds of consumers (audiences) when remembering a particular brand, in this case, the name (brand) of a tourist destination. These associations can simply appear in the form of certain thoughts or images associated with a brand (tourist destination), like when we think about other people (Shimp, 2014).

Brand associations in Tarumajaya village tourism are all things related to the memory of the brand, which are Situ Cisanti Kilometre 0 Citarum, Paesan Hill, Pakawa Pine Forest, and Tawides. The association not only exists but also has a degree of power. The linkage to a brand will be stronger if it is based on many experiences or appearances to communicate it (Ebrahim, 2020). Various associations that consumers remember can be strung together to form a brand image in the minds of consumers (Almaida et al., 2020), or in this case tourists.

Brand loyalty in the context of Tourism Tarumajaya Village is a measure of the relationship of customers (tourists) to the brands, Situ Cisanti kilometer 0 Citarum, Paesan Hill, Pakawa Pine Forest, and Tawides. This measure can give an idea of whether or not a customer (tourist) switches to another regional

destination, especially if the tourist destination is found to have changed, regarding either costs or other attributes (Hidayati, 2014).

Tarumajaya Tourism Village falls in the category of stubs. The residents and government of Tarumajaya village harness the village's potential to transform it into a tourist destination. The tourism spots Paesan Hill, Pakawa Pine Forest, and Tawides are very new and have not yet gained widespread recognition among the public.

KIM Cerdas Tarumajaya can package the tourism products of his village using the BAS (Branding, Advertising, Selling) formula. Branding can be done using a tagline. However, tourist destinations in Tarumajaya village have not used the tagline as jargon that can construct attraction. In addition, KIM Cerdas Tarumajaya can also use the DOT (Destination, Origin, Timeline) concept. DOT is an elaboration of product and distribution strategy. In this case, the product is Situ Cisanti kilometer 0 Citarum, Bukit Paesan, Pakawa Pine Forest, and Tawides, so that KIM Cerdas Tarumajaya can distribute communication and promotional messages through various media.

There appears to be a lack of focus in the communication and promotion of Tarumajaya tourism village. This includes promoting Tarumajaya as a tourist village and promoting each tourist site within the village, such as Situ Cisanti kilometre 0 Citarum, Paesan Hill, Pakawa Pine Forest, and Tawides. There is a desire to convey and advertise everything simultaneously. Furthermore, the communication and promotion efforts about Tarumajaya Tourism Village fail to effectively emphasise the distinctions between other tourist destinations.

The communication and promotion efforts of Desa Wisata Tarumajaya on social media, managed by KIM Cerdas Tarumajaya, lack consistency. They share various information, mainly about tourism in Tarumajaya village, that potentially reduces its visibility and accessibility to outsiders. Despite this, KIM Cerdas Tarumajaya's social media aligns with their purpose of connecting locals with the administration and disseminating knowledge, benefiting residents.

CONCLUSION

The establishment of Tourism Village was achieved via the collaborative efforts of the Tarumajaya village authority and KIM Cerdas Tarumajaya. KIM Cerdas Tarumajaya initiated the process by providing education on rural nature conservation to enhance the value of the Tarumajaya Village Community. The subsequent phase entails delivering instruction on the processing of local natural resources to develop their economic worth. Subsequently, they fostered self-assurance in individuals who take pride in their town. The chosen approach for communication involved leveraging various social media channels to promote Tarumajaya Tourism Village. The social media platforms Facebook, Instagram, and YouTube are actively engaged in the production of multimedia material, including videos, images, and blogs, to showcase the many experiences available at tourist destinations. The message spread through online platforms and social media is intriguing and captivating, as it delineates the distinctive allure of tourism spots in Tarumajaya Village. KIM Cerdas Tarumajaya employs an additional approach by actively engaging in tourist fairs and events.

From a marketing public relations perspective, the push strategy implemented by KIM Cerdas Tarumajaya can incentivise and motivate prospective tourists to visit the many tourist spots inside Tarumajaya Village. The promotional value offered by KIM Cerdas Tarumajaya on social media is the contentment of tourists who have visited Tarumajaya Tourism Village. KIM Cerdas Tarumajaya employs a pull method to showcase the allure of each tourist location in Tarumajaya Village. KIM Cerdas Tarumajaya employs a passing strategy that involves organising art, sports, and cultural activities in tourist destinations. Nevertheless, the technique employed by KIM Cerdas Tarumajaya has not been evaluated.

Tarumajaya Tourism Village is categorized as an emerging destination, featuring attractions like Paesan Hill, Pakawa Pine Forest, and Tawides. Despite their recent establishment, these spots lack widespread public recognition. Additionally, they haven't capitalised on the use of taglines to capture interest effectively.

As a result, there's untapped potential for these destinations to increase visibility and attract more visitors through strategic marketing approaches.

The current state of communication and promotion in Tarumajaya tourism village appears to lack a clear focus, either on promoting Tarumajaya as a tourist village or on advertising each tourist attraction inside the village. Furthermore, the dissemination and advertising of Desa wisata Tarumajaya through the social media platforms held by KIM Cerdas Tarumajaya exhibit a lack of consistency in effectively conveying information about the tourism offerings of Tarumajaya village.

It is recommended that KIM Cerdas Tarumajaya establish social media platforms dedicated to spreading specific information about tourism in Tarumajaya village. The objective is to enhance accessibility for potential travellers from different geographical areas to obtain comprehensive information regarding Tarumajaya Tourism Village, as well as various tourist attractions. Another recommendation is for KIM Cerdas Tarumajaya and affiliated entities to contemplate the utilisation of taglines or specialised terminology to explain the distinctive features of Tarumajaya tourism village.

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